



Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT

UNIT CODE/NAME: BTM 224: TRAVEL AND TOURISM INDUSTRY OPERATIONS

September- December 2019/2020 End Semester Exam

- Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

- a) Describe the advantages and disadvantages for the customer making travel arrangements;
(10 Marks)
 - i. Without the involvement of Travel intermediaries?
 - ii. With Travel intermediaries
- b) Outline five classifications of tour operators based on their target market. (5 Marks)
- c) Using examples Discuss five types of lodging establishments found in Kenya (5 Marks)
- d) Explain and analyze the business relationship between tour operators and travel agencies
(5 Marks)
- e) Outline the basic qualities of a travel consultant (5 Marks)

QUESTION TWO

- a) Information technology has revolutionized tour operation business in Kenya. Discuss, giving relevant examples. (10 Marks)
- b) Outline five Functions of tour operators in Kenya. (5 Marks)

QUESTION THREE

- a) Briefly discuss the different meal services in lodging establishments (5 Marks)
- b) Outline 5 Sources of information efficient service delivery in tour firm (5 Marks)
- c) Outline five conditions for baggage handling in international airports? (5 Marks)

QUESTION FOUR

- a) Outline seven basic Characteristics of successful tour operators (7 Marks)
- b) Briefly explain the four freedoms of air and their implications on air travel. (8 Marks)

QUESTION FIVE

- a) Explain in details the benefits of IATA billing settlement plan system to;
(5 Marks)
 - i. Airlines
 - ii. Agents
 - iii. Global economy
- b) Discuss in details five Sources on income for travel Agency (10 Marks)